

King County
Quit Line Data Summary
July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 1,447	N = 10,345
Percent of Statewide Calls	17.1%	100.0%
Percent of State Population in County¹	29.5%	100.0%
	County %	State %
Gender	N = 1,422	N = 8,891
Female	57.5%	61.8%
Male	42.5%	38.2%
Race/Ethnicity	N = 1,337	N = 8,013
People of Color	25.3%	15.6%
White	74.7%	84.4%
Age	N = 1,412	N = 8,649
Less than 18 years old	0.4%	1.3%
18 - 24 years old	16.5%	19.4%
25 - 34 years old	27.1%	26.5%
35 - 44 years old	20.9%	20.8%
45 years and older	35.1%	32.0%
Education	N = 1,376	N = 8,130
Did not graduate high school	13.8%	19.0%
High school graduate	34.5%	37.4%
Some college/vocational school	34.5%	32.3%
College graduate	17.2%	11.2%
Caller Type	N = 1,436	N = 9,433
General Information	1.9%	6.8%
Health care provider	1.0%	2.2%
Tobacco user	97.0%	91.0%
Payer Type	N = 1,273	N = 7,657
Insured	37.2%	36.8%
Uninsured	39.0%	37.2%
Medicaid	23.9%	26.0%
Heard About	N = 1,142	N = 7,244
Past caller ²	8.1%	7.1%
Employer/worksites	2.2%	2.2%
Health care provider	26.3%	25.0%
Television	7.4%	6.6%
Outdoor advertisement (billboard/bus/wall)	2.7%	2.4%
Targeted mailing	0.2%	0.1%
Great Start	0.2%	0.1%
Radio	5.5%	4.2%
Newspaper/Magazine	1.3%	1.2%
Brochure/Newsletter	6.6%	7.7%
Family or friend	31.7%	36.5%
Health Department	6.6%	5.6%
School	1.2%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.